



## **Flipkart joins hands with GiveIndia to foster inclusivity and spread the joy of giving ahead of the festive season**

- *Six social causes will be highlighted over six days*
- *Flipkart's 160-million-plus consumers will be able to contribute towards the causes close to their hearts*

**Bangalore, 1st October, 2019:** Flipkart, India's leading e-commerce marketplace, and GiveIndia, one of the country's largest and most trusted donation platforms, have come together for the first time for Daan Utsav and Giving Tuesday India, a one of a kind giving initiative, to encourage people to perform acts of kindness by contributing to a cause they believe in.

To be held between October 5-10 on the Flipkart platform, Daan Utsav 2019 will highlight the various causes citizens can contribute to from the Flipkart platform. These range from sustainability, women empowerment, equality for the differently-abled, menstrual hygiene, animal welfare, and children empowerment. These causes are supported by various non-profit organisations including Magic Bus, Goonj, Haritika, Charlie's Animal Rescue Centre, and Uma Educational & Technical Society.

The partnership will take the concept of 'everyday giving' a notch higher by bringing charity to the fingertips of millions of Flipkart users. Every donor will be able to view periodic impact reports that will show them how their donation is being utilized.

The partnership will enable over 160 million Flipkart customers, lakhs of sellers, and Flipkart employees to contribute to any of the six social causes.

*Commenting on the partnership, **Kalyan Krishnamurthy, CEO of Flipkart Group**, said, "As we gear up to celebrate the festive season, our goal is to ensure that we reach out to the underserved and work towards the promise of a better nation. By identifying a unique cause for each of the six days of Daan Utsav, we hope to bring together our users and stakeholders for a cause that they feel strongly about. In essence, this initiative is aimed at contributing to nation-building, as we work towards bridging the gap between India and Bharat, the privileged and the underserved."*

***Atul Satija, CEO, GiveIndia** said, "GiveIndia is a pioneer in bridging the gap between donors and trusted non-profits. Daan Utsav or the Joy of Giving Week is a great platform for us to boost our mission of alleviating poverty by enabling the world to 'Give'. Through this alliance with Flipkart, we are accelerating towards our aim to simplify giving at scale. Not only are we supporting Flipkart in their giving journey by connecting them with trusted non-profits but we are also reaching out to their millions of users and contributing towards the building of an everyday philanthropy ecosystem."*



Celebrating its 11<sup>th</sup> year, Daan Utsav is an annual festival which encourages selfless giving among citizens. What started with a handful of volunteers has now become a national phenomenon that takes place every year from October 2-8. During Daan Utsav, people perform various acts of kindness by contributing meaningfully to a cause they believe in and society at large.

Last year's Daan Utsav saw the participation of more than six million participants from over 200 towns, cities and villages across the country.

### **About Flipkart**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 160 million, offering 150 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

### **About GiveIndia**

GiveIndia exists to alleviate poverty by enabling the world to give. Established in 2000, we are India's most trusted giving platform. Our suite of products enable individuals to donate conveniently to any cause, directly on our platform, at their workplace or through one of our partners. Our community of 1M+ donors and 150+ corporate partners have supported 800+ trusted nonprofits, impacting 4M+ lives across India.

Please visit <https://www.giveindia.org/> to know more about our work, you can also follow us on [Facebook](#), [Instagram](#) and [Twitter](#)

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